

*Be where the action is this fall in Houston, during the EMDA Fall Convention*

# Register now for two prime opportunities to make contact with North American distributors & reps

## Contact Session

The **EMDA Contact Session** is designed to provide manufacturers a unique opportunity for an introductory meeting with individual reps and distributors. At this event, it's the EMDA member distributors and reps who are behind the tables.



The 90-minute session, held on Tuesday afternoon, helps bring together manufacturers looking for distribution and the EMDA member distributors and reps looking for those new products. The Contact Session can be used to determine mutual interest in setting up an appointment during the convention week. It's designed to allow the exchange of basic information that will help distributors, reps and manufacturers determine if a manufacturer's product will fit with the wholesalers' current lines and the market potential of the product in their territory. If both parties agree, an appointment should be scheduled to discuss details and contractual arrangements. Appointments can be scheduled immediately following the Contact Session, or for later in the convention week.

*The Contact Session is not intended to be used as an extended sales promotion . . . that's for convention appointment times.* All EMDA members will be encouraged to leave the two hours immediately following the Contact Session available for appointments made during the event.

Only persons registered to attend either the EMDA Convention, EMDA's Industry Showcase or the FEMA Convention will be allowed into the Contact Session. Manufacturers with *new products* for wholesalers to handle will get the most benefit from attendance at this session.

## Industry Showcase

A half-day show-and-tell opportunity for manufacturers and marketers of goods and services of interest to distributors, reps and manufacturers of farm equipment and related products, **EMDA's Industry Showcase** is a highlight during the concurrent conventions of the Equipment Marketing & Distribution Association (EMDA) and the Farm Equipment Manufacturers Association (FEMA).

**EMDA's Industry Showcase** is *the* gathering place for the industry at convention time and the Association is pleased to note that previous Showcase vendors report in their post-Showcase critiques that their booth visitors are well qualified to make purchasing decisions. More than 500 sleeping rooms are on reserve at the Hyatt Regency Houston where owners and key managers of equipment distributing and repping firms and equipment manufacturing firms will be in-house to attend their respective EMDA or FEMA Conventions. The convention schedule is designed to enable these distributors, reps and manufacturers to interact and do business – through informal conversation, scheduled interviews and, of course, contacts made at **EMDA's Industry Showcase**.

**EMDA's Industry Showcase** is primarily a "table-top" show to inform potential customers about products and services. The Industry Showcase is open Wednesday afternoon of convention week. Only persons **who are registered** for the EMDA or FEMA conventions and who are wearing their convention badges are admitted to view the Showcase. The Showcase is *not* open to the public.



*"The Showcase is an amazing opportunity for both business and social connections. A phenomenal information exchange."*

*"Because of the overwhelming response from EMDA members requesting a one-hour meeting, I had a total of 19 meetings in 3 days. The initial assessment would be, we should have done this a long time ago. Thanks to all the people that made this opportunity available for us, it's just what we needed to move our distribution network to the next level."*

*"One of the better convention venues for getting to meet many people that I have ever been involved with – & I've been around a long time."*

*I covered my costs in the first hour of exhibiting in EMDA's Industry Showcase.*